



Wellington Colorado Main Streets Program
Board Meeting MINUTES
Board of Directors Meeting: Monday, January 18, 2021
via Zoom – 8:00am – 9:00am

Call to Order

- Anita called the meeting to order at 8:05am

Additions to or deletions from the agenda

- No additions or deletions from the agenda

Conflicts of interest

- Megan noted that she will be abstaining from any decisions to be made on item 3c – Branding and Website Refresh

Board and Staff in Attendance

- Kallie Cooper, Megan Larson, Tracey Jensen, John Jerome, Gary Green, Anita Hardy, Nic Redavid, Sarah Braun, Erin Ramler and Emma Hanson

1. Guest Introductions

- No guests present

2. Consent Agenda (seeking motion to approve)

- Approval of Minutes from last meeting, December 2020
- Financial Report
- Committee reports & director's report
- Nic moves to approve Consent Agenda; John seconds
 - o Motion Carries Unanimously

3. Committee Reports

a) Committee Assignment Reminders

- i. Board members, please be sure to join one committee. If you're unsure of which committee you'd like to join, you can always attend a meeting to see if it will be a good fit.

b) Promotion Committee

- i. The Promotion committee would like approval to move forward with plans for our Shop Wellington reusable shopping bags. Not only will these bags encourage people to shop locally, but it will also raise funds for a sign grant program the Design committee is working on.
- ii. Breakdown of costs and potential benefits are included in the board packet.
- iii. Next steps would be soliciting business sponsors.

- Since there is limited space for sponsors, they will be taken on a first-come, first-serve basis.
 - iv. There was a question about whether the fund raised from this promotion could be used for wayfinding signs. Kallie mentioned that wayfinding would be a much larger commitment, both time and dollars-wise.
 - v. Goal is to start distributing the bags by mid-February or March 1.
 - vi. There was a recommendation to make the name of the program #ShopWellington so it could be easily hash tagged on social media.
 - vii. No vote needed but a consensus from the board on approval. There were no dissenters, so the committee will move forward.
 - c) Design Committee
 - i. Since we now have a new logo, it's time to update the website with the new branding and make some usability updates.
 - ii. Megan with M Rock Creative developed the current website in 2018, prior to joining the board.
 - iii. Kallie received 3 different estimates from local website companies with a range of pricing.
 - iv. The estimates were discussed and questions regarding capabilities were addressed. Upon staff recommendation, M Rock Creative would be the best fit.
 - v. Gary moves to hire M Rock Creative to complete the website revamp; Nic seconds.
 - Motion Carries with Megan Larson abstaining from the vote
 - d) Organization Committee
 - i. Anita would like to remind everybody to sign the Board Member MOU and honor the addition to show financial support of the program.
 - ii. Kallie applied for the 2nd round of PPP loans. The program is requesting \$10,730.
4. COVID Update
- The COVID task force hasn't met lately but Kallie has forwarded a few different updates to our business members, including some grant opportunities.
 - Main goal right now is making sure businesses are aware of these opportunities.
5. Director's Update & Events Discussion
- a) Board Retreat
 - i. We will be hosting a 2-part board retreat on February 8th and 22nd. There will be no board meeting on the 15th as we will incorporate a board meeting into one of our retreat sessions.
 - b) Fundraising Letters
 - i. Kallie is still working through the cost of printing and mailing
 - ii. There was a recommendation to add some pre-filled amounts to the pledge form. For example, check boxes with \$20, \$50, \$100, \$200, plus an area to write in an amount. Kallie will be bringing that recommendation to the Organization Committee.
 - c) Binder Review

- d) Binder Review
 - i. Kallie has delivered all the new board binders. The current work plan is included as well as the budget with accurate numbers as of November 2020. The shared folder has the most up-to-date numbers.
 - ii. If there are any suggestions or questions, let Kallie know.
- e) Saving Places Conference
 - i. The Saving Places Conference will be taking place virtually from February 10th – 13th, 2021.
 - ii. Kallie will be presenting alongside DOLA to highlight Wellington's COVID relief efforts.
 - iii. The conference is \$100 to attend. If any board members would like to attend, let Kallie know as the cost can be covered by DOLA training funds.

6. Anita adjourns regular board meeting at 8:36am

Next Meeting: Board Retreat session 1 on Monday, February 8th from 8-10am via Zoom